PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: July, 1987

I. ALTERNATIVE FLAVORS:

A. Objective: To identify and qualify alternative sources for several flavoring materials.

B. Status:

1. MS

POL testing on B&H 100 and Marlboro is scheduled.

2. Casing Materials

Cigaretes were made and accepted for POL testing.

C. Plans:

MS-PG POL Production	July/August, 1987
Casing POL's (Ship)	July, 1987

II. FLAVOR CENTER LIAISON:

A. Objective: To provide R & D assistance regarding Flavor Center production and QA problems.

B. Status: Two Flavor Center issues regarding specification conformity and/or solubility considerations were addressed this month.

C. Plans:

Flavor Center Issues	Ongoing

III. PROJECT BOND

A. Objective: To develop a product with similar smoking characteristics to Prince, manufactured in Sweden.

B. Status: Flavoring materials were supplied to PM Europe for prototype cigarette production.

C. Plans:

Cigarette Production (Mini-Primary)	July, 1987

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Cigarette Production (Factory)	August, 1987

IV. PROJECT MOOG

A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.

B. Status: K-type cigarettes for POL testing were made and are acceptable.

C. Plans:

Test K-type Cigarettes	June, 1987
Make N-type POL cigarettes	July, 1987

V. PROJECT FLEX

A. Objective: For reasons of flexibility, economics and logistics, alternatives for fifteen PM flavors are being identified.

B. Status: Seven alternative flavors have been identified. These represent all Flex flavors used in PM domestic brands. Semi-works cigarettes, Merit and Merit menthol, will be made for evaluation and conformation. A POL was requested, Merit versus Merit with Flex substituted flavors.

C. Plans:

Identify Priority Replacements	July, 1987
Identify 15 Alternatives	September, 1987

VI. PROJECT GLEN:

A. Objective:

To develop the capability to produce glycerin-free cigarettes that are subjectively equivalent to current products, for PM Germany.

B. Status:

Glycerin-free Marlboro-type cigarettes were produced in R&D Semi-works. If these are found to be physically and subjectively acceptable, materials will be forwarded to PM Europe for glycerin-free cigarette production. If these are found to be acceptable, the program can be extended to other brands for Germany.

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C. **Plans**:

R&D Prototypes	July, 1987
Evaluation of Prototypes	July/August, 1987

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